

ABSTRACT OF THE DISCLOSURE

A system and method of ordering components over the Internet. A website owner would provide websites for one or more wholesalers including a home page for each of the wholesalers on the Internet as well as various cascading website pages. A customer would be able to determine whether a particular component was in stock utilizing the webpage of a particular dealer and would have the ability to order that component from that wholesaler. The customer can request a blind shipment which conceals the fact that the product came from the wholesaler's inventory and not the customer's inventory. Additionally, one or more graphical representations would be provided illustrating the customer's participation in a bonus discount program. More specifically, a bar graph would be used to show the user's participation. When an order is in place, the height of the bar graph would increase until it reaches a particular target value. An exchange platform can be provided allowing a number of customers to retrieve the inventories of a number of sellers. The customer could search the inventories of the sellers and would be able to contact the sellers directly to place an order to utilize the exchange platform to place the order.

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